
Establishing PROGRAM Identity Services

Wednesday, March 17, 2021 | 10:00-11:30 am
Training Objectives

The training will:

- Emphasize the need and purpose of establishing **IET program identity and branding of services**
- **Explore branding strategies/models** used by providers to promote IET, Career Pathways, and associated services
- Accentuate the importance of **strengthening communication linkages** and building harmonious relationships in support of **external marketing** and promoting the IET program within the organization
- Examine the perspective of marketing content to communicate the program’s brand messaging using a variety of **media and social media tools**
- Provide tips to boost **marketing and promotion efforts**
The New YOU!

Adult Education of Yesterday
GED
English as a Second Language
English Literacy and Civics Education

Adult Education of Today and Tomorrow
High School Equivalency
GED, HiSET, CPH
English-as-a-Second Language
Integrated English Literacy and Civics Education

Integrated Education and Training

How to Message?

What is Integrated Education and Training?

What is IET?

What can it do for me?

What do you think?

Create a Powerful Brand Identity

**FUTURE READY**

- **Where:** Arlington Heights, Illinois
- **Target Population:** Adults without industry skills, including parents of youth in a companion high school manufacturing program
- **Lead Organization:** District 214
- **Key Partners:** D214 Wheaton High School, Syncom Training Institute, Golden Corridor Advanced Manufacturing Partnership (SCAMP), Technology & Manufacturing Association (TMA), and Harper College

**MINDS THAT MOVE US**

**COLLABORATE TO INNOVATE**

**ASCENT**

- **Where:** Milton, Pennsylvania
- **Industry:** Healthcare
- **Target Population:** Adults looking to enhance their healthcare career pathways
- **Lead Organization:** Central Nursing Network Intermediate Unit

**MTMU:**

- **Celebration of Innovation Success in Adult Career Pathways**

- **elevate & educate**

**IET:** Intentional. Engaging. Transformative.
Branding Adult Education and IET Programs

Integrated Education and Training (IET) Programs

Basic Construction Skills Program

Commercial Driver’s License (CDL) training


Promoting Career Pathways Opportunities

https://www.youtube.com/watch?v=0kdla_H67gY&t=4s
Who needs to be Involved?

- Organizational Leader
- Communications and marketing personnel within the organization
- Adult Education personnel
- Students
- Advisory and Collaborative Partners
What should your IET Brand do?

- Establish **Adult Education** as a provider of entry level workforce training
- Support the **mission** of the **organization** and the **program**
- Add **value** to the services you provide
- Help individuals see you as a **provider** of a **solution to the workforce needs**.
- Emphasize that the IET is part of a **Career Pathway**
Important Things to Consider

• Needs to align to the organization’s vision, mission, and goals
  • Fits within larger organization

• Consideration needs to be given to who you are you messaging to
  • Current & potential students, business & industry, partner organizations
Important Things to Consider

- IET should compliment and support the workforce efforts **NOT** replace
  - Your program should be establishing a niche within the overall efforts

- Who are your customers and how can you best message to them?
  - It’s not all students in your program, it’s just some of them.

- IET is the BEGINNING, not the end.
  - It’s one of the first steps in a Career Pathway
Program Identity and Services

https://adulteducationpathwas.org/

Catchy IET Slogans

ChefsGO 1.0 - Workforce Credential

ChefsGO Pathway to Culinary Careers

https://tncc.edu/programs/chefsgo-10-workforce-credential
Use Power Words

• **Power words** can hype it up and make it sound special or unique.

• **Power words** can convey immediately that you are promoting a training program.

• **Power Word Examples:**
  Academy, Boot camp, Connections, system, formula, model, Accelerator, school, tutor, foundation, training, clinic, seminar, circle, masterclass, blueprint, mastery, map, method, Jump-start, Quick-start, introduction, advanced, intensive, Back-to-Basic, On-Demand, Step-by-Step, Kickstart
Georgia on my Mind!

ATHENS TECHNICAL COLLEGE

1958

ATHENS - ELBERT - GREENE - WALTON

COLLEGE TO CAREER TRAINING PROGRAM

If you are:
A VETERAN
TRANSITIONING FROM CORRECTIONS
TRANSITIONING FROM FOSTER CARE
RECEIVING SNAP BENEFITS

College to Career training program offers FREE training courses in the following career pathways:

- Automotive Collision Repair
- Automotive Technology
- Certified Nursing Assistant
- Commercial Truck Driving
- Diesel Engine Technology
- Healthcare Access
- Heating & Air Conditioning
- Manufacture Ready
- Manufacturing Operations
- Precision Machining & Manufacturing
- Welding Technology

Qualified applicants will receive tuition, books, tools, plus childcare and transportation reimbursement.

Programs are sponsored by the Northeast Georgia Workforce Development Board.

Equal Opportunity Employer/Program. Auxiliary Aids Available upon request to individuals with Disabilities.

Athens Technical College is a Unit of the Technical College System of Georgia and an Equal Opportunity Institution.

TCSG
Technical College System of Georgia

Adult Education

Georgia on my Mind!

**Take Ten+**

In 10-16 weeks, earn your GED or improve your English proficiency and get certified in one of these high-demand occupations:

- **Welding for Manufacturing**
  - This training covers the fundamentals of welding for manufacturing as required by the metal fabrication industry.

- **Medical Administrative Assistant Certification**
  - Learn medical terminology and skills to help you find work.

- **Phlebotomy Technician Program**
  - Prepares professionals for the drawing of blood for testing, transfusion, and/or experimental procedures. Students will become familiar with all aspects related to blood collection.

  *Each training includes a 40-Hour Unpaid Internship*

**For additional program details contact:**

Michael O’Neal III, IET Coordinator
(678) 220-6369 • moneal@GwinnettTech.edu

**Or apply:**

GwinnettTech.edu/programs/take-ten-program/

**Program Location:**

Gwinnett Technical College, Adult Education Office
5150 Sugarloaf Parkway, Lawrenceville, GA 30043

*Grant opportunities available*
In partnership with El Camino College, South Bay Adult School is pleased to offer five Career Pathways:

- Machine Tool Technology
- Child Development Professions
- Construction Technology
- Health Care Professions - EMT, CNA, EKG
- Computer Information Systems Certification (CISCO)

Earn your short term Certification or Permit and prepare for a new career at no cost with classes taught by El Camino College Instructors.
“Do what you do so well that they will want to see it again and bring their friends.”
–Walt Disney
Marketing and Promoting

- Helps in building and/or improving the program’s relationship with potential students and community partners
- Highlights the **benefits of the program** to the community
- Creates **awareness about the benefits** of the program
- Informs students of the prerequisites that must be in place **before starting the program**
Websites Content
Industrial Workplace Fundamentals

Oconee Fall Line Technical College provides integrated education and training throughout the year at specific sites. View OFTC's Industrial Workplace Fundamentals flyer for more details.

ADULT EDUCATION (AE)
FREE CLASSES
>> LOCATIONS & SCHEDULES
>> AE VIRTUAL ENROLLMENT
GEORGIA HIGH SCHOOL EQUIVALENCY
>> GED®
>> HSİET®
REQUEST INFORMATION
TRANSITION SERVICES
INDUSTRIAL WORKPLACE FUNDAMENTALS
Clayton County Public Schools Adult Education and Career Development Center has graduated its first IET class for Brokerage Readiness Certificate Training. The graduation was held at Clayton State University on November 13, 2019. This eight-week class will open a gateway for students to earn a higher sustainable living wage and learn how to do business in various time zones, countries, and cultures.
Industrial Workplace Fundamentals

The Continuing Education, Adult Education, and Trades & Industry divisions of Oconee Fall Line Technical College are partnering to provide a two-week intensive program that prepares individuals to enter the workforce in a career in manufacturing.

Class Details:
- Fall 2020 - December 7-18, 2020
- Monday - Thursday 8AM - 5PM
- OFTC South Campus, Dublin

Cost Per Class:
- There is no cost for eligible participants.
  *There is a program fee and cost for materials for those individuals who do not meet eligibility requirements. Please call for more information and to see if you qualify.

Credentias Earned:
- OSHA 10-Hour General Industry
- Forklift Safety Certification
- CPR, First Aid, and AED
- Northstar Basic Computer Skills Certificate

For More Information:
- Zac Woodard – Transition Specialist
  Adult Education
  Phone 478-274-7848
  zwoodard@oftc.edu


$1,000 dollar VALUE for FREE! Includes certification test!

Microsoft Word & Excel Training Course
Open to Interested ESL & GED Students

Build your skills and prepare yourself for growing opportunities in the business services career path.

Pre-Requisites:
Basic Computers Skills
ABE Level 2 Student

Class Location:
Academic Commons 1161

August 5-16
9am to 12pm
Word Certification
12:30 to 3:30pm
Excel Certification

Use this link to sign up: http://bit.ly/2IUoAz9
Orientation is August 1 at 9am and 12:30pm
Adults gaining education, job skills for free in Pima County

TUCSON, Ariz. (KOLD News 13) - More than 22 million working-age Americans don’t have a high school diploma, according to the United States Census Bureau. For many, this has increased the challenge in finding a job during the pandemic.

The Pima County Superior Court Adult Probation LEARN program is joining the national "Move Ahead With Adult Ed" campaign to help adults gain skills to join the workforce.

The program helps people work towards getting their GED and gain job skills training for free. Classes are offered both online and in-person.
Nadia Zuniga
Office of Adult Education
nzuniga@tcsge.edu
Marketing Tips

- Goals
- Brand Identity
- Website
- Content
- Marketing Channels
- Track & Measure
Marketing Tips

- Marketing Channels
  - P2P – peer to peer
  - Digital media
  - Print media
- Track & Measure
Wrap Up: Comments or Questions
Next Session


Wednesday, April 21, 2021
10:00-11:30 am

Evaluation Form for this session:
https://forms.gle/eL3svMuCqL5xXBED6
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**GALIS Helpdesk**

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https://galis2016.tcsge.edu/GalisisHelpDeskEmail.aspx